

IN THE CLAIMS

Please Enter the Following New Claims

85. (New) A method for distributing electronic content using a computer network comprising the steps of:

- a. identifying an item of electronic content for distribution to at least one consumer;
- b. preparing at least one offer for distribution of the item based on predetermined distribution rules;
- c. presenting to the consumer at least one offer for the item;
- d. receiving a response to the offer from the consumer;
- e. formulating a valid offer for the item comprising at least one of:
 - i. confirming that the offer is consistent with the corresponding distribution rules for the item;
 - ii. modifying the offer to provide an alternative offer that is validated to be consistent with the corresponding distribution rules for the item; and
 - iii. furnishing a default offer;
- f. receiving an acceptance of a selected valid offer from the consumer;
- g. delivering the item to the consumer; and
- h. enabling the consumer to use the item only according to the accepted offer.

86. (New) A method for distributing electronic content using a computer network comprising the steps of:

- a. identifying an item of electronic content for distribution to at least one consumer;
- b. preparing at least one offer for distribution of the item based on predetermined distribution rules;
- c. presenting to the consumer at least one offer for the item;
- d. receiving a response to the offer from the consumer;
- e. formulating a valid offer for the item comprising at least one of:
 - i. confirming that the offer is consistent with the corresponding distribution rules for the item;
 - ii. modifying the offer to provide an alternative offer that is validated to be consistent with the corresponding distribution rules for the item; and
 - iii. furnishing a default offer;
- f. receiving an acceptance of a selected valid offer from the consumer;
- g. delivering the item to the consumer;
- h. determining whether the consumer has a player for the item;
- i. delivering the player to the consumer when the consumer does not have the player;
- j. activating the player for the consumer; and
- k. enabling the consumer to use the item only according to the accepted offer.

87. (New) A method for distributing electronic content using a computer network comprising the steps of:

- a. receiving a candidate offer from a retailer;
- b. certifying the candidate offer as a certified offer;
- c. sending the certified offer to the retailer;
- d. receiving from a consumer a request for the item;
- e. providing at least one certified offer to the consumer;
- f. receiving acceptance of a certified offer from the consumer;
- g. delivering the item to the consumer; and
- h. enabling the consumer to use the item according to the accepted offer.

88. (New) The method as in claim 87, further comprising the steps of:

- a. preparing at least one offer for distribution of the item based on predetermined distribution rules; and
- b. formulating a valid offer for the item comprising at least one of:
 - i. confirming that the offer is consistent with the corresponding distribution rules for the item;
 - ii. modifying the offer to provide an alternative offer that is validated to be consistent with the corresponding distribution rules for the item; and
 - iii. furnishing a default offer.